

January 29, 1941

MINUTES OF AN ADJOURNED
REGULAR MEETING OF THE
CITY COUNCIL OF THE
CITY OF TORRANCE

The City Council of the City of Torrance convened in an Adjourned Regular Meeting in the Council Chamber, City Hall, Torrance, California, on Wednesday, January 29, 1941 at 4:40 P.M.

Mayor McGuire called the meeting to order.

Deputy Clerk Hallanger called the roll, those answering present being Councilmen: Babcock, Hitchcock and McGuire. Absent: Councilmen: Murray and Powell.

Being an adjourned meeting, the regular order of business was suspended.

Councilman Hitchcock moved that a recess be declared to await the possible arrival of Councilman Murray and Councilman Powell. Councilman Babcock seconded the motion, which was carried unanimously.

Councilman Powell arrived at 5:00 P.M. and the meeting reconvened.

At this time a lengthy discussion began regarding the proposition for advertising local merchants through theatres as outlined by Mr. Stanfried, representing Theatre Specialty, Inc., the matter first having been presented at the meeting of January 28, 1941.

Attorney McCall commented that the point in question was whether or not the business falls within the classification of soliciting, in which event, he said, it is within the jurisdiction of the Council to rule whether the company shall pay a license fee of \$5.00 per day and post a bond in the amount of \$500.00 to comply with Ordinance No. 317, or whether a license fee of \$25.00 per annum shall be assessed to comply with Paragraph 14, Section 12 of Ordinance No. 235, the business license ordinance.

Attorney McCall ruled that Ordinance No. 317 repeals Paragraph 72, Section 12 of Ordinance No. 235, but does not in any manner purport to amend, repeal or affect Paragraph 14, Section 12 of Ordinance No. 235.

Mr. Hussey, representative of the Theatre Specialty, Inc. entered into the discussion, as did Mr. Toagland, Manager of the Torrance Theatre. Mr. Hussey briefly outlined the method of operation and asked a number of questions. Mr. Toagland submitted the contract between the Torrance Theatre and Theatre Specialty, Inc. to the City Attorney for inspection. He stated he had made a thorough investigation of Theatre Specialty, Inc. and had found said company to be of good reputation. Mr. Hussey said the entire enterprise would take six weeks time, the purpose of which, he said, is to stimulate business through intensive advertising.

Councilman Powell objected to the Theatre Specialty, Inc. being allowed to operate their advertising scheme in the City of Torrance, on the grounds, he said, that it is a form of lottery.

Mr. McCallum of the Torrance Retail Merchants Association said he felt any legitimate company should be willing to pay a license fee of \$25.00 per annum for the privilege of doing business in a City.

Mr. Hussey said his company would be ready and willing to pay \$25.00 per annum, but that they could not afford \$5.00 per day as specified by Ordinance No. 317.


After a period of discussion during which time various questions arose, particularly as to classifying and defining the business, Councilman Powell moved that Theatre Specialty, Inc. be granted a business license to conduct a six weeks' business of advertising local merchants through theatres as outlined by Mr. Stanfried, provided Paragraph 14, Section 12 of Ordinance 235 is complied with. Councilman Hitchcock seconded the motion, which was carried unanimously.

To clarify the above motion, Councilman Hitchcock asked Councilman Powell if he had intended by his specification "provided Paragraph 14, Section 12 of Ordinance 235 is complied with" that Theatre Specialty, Inc. should be granted a license for \$25.00 per annum, which question Councilman Powell answered in the affirmative.

At 5:35 P.M., upon motion of Councilman Babcock, seconded by Councilman Hitchcock, the meeting adjourned.


City Clerk of the City of Torrance

APPROVED:


Mayor of the City of Torrance